GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1092
ANSWERED ON:22.07.2016
Government Advertisements to Print Media
Karadi Shri Sanganna Amarappa;Tumane Shri Krupal Balaji

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the salient features of the present policy and criteria to provide Government advertisements to print media including norms laid down for selecting magazines for the purpose;

(b) the number of such magazines publishing Government advertisements during the last three years and the current year, State/UT-wise;

(c) the details of amount paid for advertisements to the said magazines by the Directorate of Advertising and Visual Publicity (DAVP) during the said period;

(d) whether the Government has received complaints that small and medium newspapers are given advertisements of lower value and if so, the details thereof and the reasons therefor; and

(e) the steps taken/being taken by the Government to provide Government advertisements to print media without any discrimination?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING {COL RAJYAVARDHAN RATHORE (Retd.)}

(a) Government of India has formulated 'The Print Media Advertisement Policy of Government of India -2016' which has been implemented w.e.f. 07/06/2016. The new policy is available on Directorate of Advertising and Visual Publicity (DAVP)'s website, www.davp.nic.in.

The salient features of the policy and the criteria to provide Government advertisements to print media including the norms for selection of magazines for empanelment with DAVP are as under:-

(i) Circulation verification by RNI/Audit Bureau of Circulation (ABC) for newspapers publishing above 45,000 copies per day has been made compulsory.

(ii) A Marking System has been devised based on objective criterion to incentivize newspapers which get their circulation verified by RNI/ABC to bring about better transparency and accountability in the release of advertisements. The advertisements to medium and big category newspapers will be released when they get more than 45 marks out of 100 marks specified in the Clause-18(iv) of the Policy.

(iii) Provisions has been made for DAVP to make efforts to release more advertisements to periodicals especially social messages and advertisements which are not date specific.

(iv) Provisions to incentivize those big newspapers which are willing to publish the advertisements of educational institutions at DAVP rates by giving additional business of 50% in volume term as compared to those which are not willing to accept, has been added.

(v) The budget for release of advertisement all over the country be divided among states based on the total circulation of newspapers in each States/language.

(b) The lists showing number of such magazines (state wise/UT wise) which were issued advertisements during last three years and the current year are placed at Annexure.

(c) The details of the amount paid for advertisements to the said magazines by DAVP during the said period is available on DAVP's website, i.e. www.davp.nic.in under the head 'Newspapers' and sub-head 'LSUSQ-No. 1092'.

(d) and (e) This Ministry has received several complaints from newspapers/journals regarding inadequate number of advertisements. DAVP ensures that a reasonable distribution is maintained between various categories of newspapers taking into account circulation, language/coverage area etc. as per the Print Media policy. The distribution of advertisements also depends on the availability of budget and target audience of the client ministries. Moreover, DAVP makes every effort to release advertisements to periodicals especially social messages and advertisements which are not date specific.

****